

**REI NEON LLC**  
40900 Woodward Avenue, Suite 130  
Bloomfield Hills, Michigan 48304

April 10, 2007

City of Las Vegas  
Planning and Development Department  
731 South Fourth Street  
Las Vegas, Nevada 89101

**RE: Justification Letter  
Site Development Plan Review  
Project "Pulse Las Vegas"**

Dear Sir/Madam:

This letter is submitted in connection with REI Neon LLC's (REI) accompanying Application for Site Development Plan Review. The proposed project involves the redevelopment of approximately 70 acres south of Charleston Boulevard, west of Main Street, north of Wyoming Avenue, and east of the Union Pacific railroad tracks. The property is easily accessible from the Charleston Boulevard I-15 interchange.

The Site Development Plan for Pulse is divided into multiple phases. Phase I is anticipated to include: a 22,000 seat professional sports arena; 50,000 square feet of street level retail; 3,500,000 square feet of permanent exhibition and/or office space; and, 100 condominium units. Remaining phases will include: 300,000 square feet of casino floor space with 950,000 square feet of casino related retail, back of house and conference room space; 500,000 square feet of commercial-retail space; 6,000 hotel rooms; 1,500 condo-hotel rooms; and 1,500 condominium units. The current application for Site Development Review seeks general approval for all phases of the proposed development.

Envisioned to be a truly urban district, Pulse will site the uses listed above on a central pedestrian civic spine that will be active throughout the day. Anchoring the northern edge of the pedestrian spine is a world class arena that will be visible from the Interstate and downtown's office and residential towers. By locating the 22,000 seat arena at the corner of Main and Charleston, the sites most visible spot, Pulse truly engages its urban context. The southern edge of the spine links to a full resort complex that will showcase a 21<sup>st</sup> century mindset for Strip development. By connecting and enhancing existing vehicular and pedestrian links, mirroring adjacent land uses and encouraging additional redevelopment by the placement of civic amenities such as the arena, Pulse will be the district to link Las Vegas' emerging downtown to the ever changing, world famous experience that is the Strip.

To ensure Pulse creates a synergistic relationship with its context, the City of Las Vegas Centennial Plan was studied and followed in all applicable areas. The architectural standards as described within the Centennial Plan, as identified on pages 40, 42, and again, in more detail in

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pages 75 and 76 are the starting point for all of the development to be built within Pulse. Each articulated standard that is listed will be met, and has been an organizing factor in the overall site plan of Pulse.

**Façade Configuration:** All building facades that face onto either existing streets or proposed private drives will provide visual interest through the use of artistic murals, lighting, changes in color and materials, and building massing.

**Shading / Climate Control:** Pulse has at its very heart a pedestrian system that has been designed to allow for natural light access but not at the discomfort of the visitor. Screening, planting in accordance with streetscape standards, water misters, wind patterns, and building massing (including pedestrian bridges) all have been factored into the design of Pulse to ensure an enjoyable outdoor experience throughout the year.

**Building entrances:** All buildings will adhere to ADA / Universal Access standards, and be located at street level (+/- 4') and will be distinguished by a combination of signage, colors, lighting, massing, and visual prominence due to site layout.

**Exterior materials:** Pulse is envisioned to be a living, dynamic district that will adapt to cultural demands and entertainment trends. Allowing a diversity of expressions, a unified color palate will coordinate and convey a cohesive character. The color palate is included with the required preliminary elevations of Phase I of Pulse.

**Screening requirements and service and loading docks:** Service areas will be easily accessed and will minimally disrupt existing or proposed traffic circulation – through the use of gated access points, service hours, and the creation of internal or below grade spaces.

The remaining development and architectural guidelines of the Downtown Centennial Plan will also be reflected throughout the project.

Sincerely,  
**REI NEON LLC**

By:   
Jill Ferrari, Authorized Representative

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